

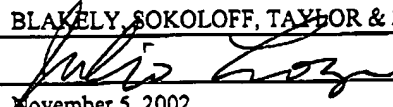
PTO/SB/21 (08-00)


Approved for use through 10/31/2002. OMB 0651-0031
Patent and Trademark Office, U.S. DEPARTMENT OF COMMERCE

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TRANSMITTAL FORM <i>(to be used for all correspondence after initial filing)</i>		Application No.	08/882,197
		Filing Date	June 25, 1997
		First Named Inventor	Paul Greer
		Group Art Unit	3623
		Examiner Name	Susanna M. Diaz
Total Number of Pages in This Submission	19	Attorney Docket Number	42390P4072

ENCLOSURES (check all that apply)		
<input checked="" type="checkbox"/> Fee Transmittal Form <input type="checkbox"/> Fee Attached <input checked="" type="checkbox"/> Amendment / Response <input checked="" type="checkbox"/> After Final <input type="checkbox"/> Affidavits/declaration(s) <input type="checkbox"/> Extension of Time Request <input type="checkbox"/> Express Abandonment Request <input type="checkbox"/> Information Disclosure Statement <input type="checkbox"/> Certified Copy of Priority Document(s) <input type="checkbox"/> Response to Missing Parts/incomplete Application <input type="checkbox"/> Response to Missing Parts under 37 CFR 1.52 or 1.53	<input type="checkbox"/> Assignment Papers (for an Application) <input type="checkbox"/> Drawing(s) <input type="checkbox"/> Licensing-related Papers <input type="checkbox"/> Petition <input type="checkbox"/> Petition to Convert a Provisional Application <input type="checkbox"/> Power of Attorney, Revocation Change of Correspondence Address <input type="checkbox"/> Terminal Disclaimer <input type="checkbox"/> Request for Refund <input type="checkbox"/> CD, Number of CD(s)	<input type="checkbox"/> After Allowance Communication to Group <input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences <input type="checkbox"/> Appeal Communication to Group (Appeal Notice, Brief, Reply Brief) <input type="checkbox"/> Proprietary Information <input type="checkbox"/> Status Letter <input checked="" type="checkbox"/> Other Enclosure(s) (please identify below): <div style="border: 1px solid black; padding: 5px; margin-top: 5px;"> Change of Correspondence Address; Facsimile Transmittal Sheet </div>
Remarks		

SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT	
Firm or Individual name	Julio Loza, Reg. No. 47,758 BLAKELY, SOKOLOFF, TAYLOR & ZAFMAN LLP
Signature	
Date	November 5, 2002

CERTIFICATE OF MAILING/TRANSMISSION			
I hereby certify that this correspondence is being transmitted via facsimile under 37 CFR §1.8 on:			
November 5, 2002			
Typed or printed name	Pat Sullivan	Date	November 5, 2002
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PTO/SB/17 (10-02)
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FEE TRANSMITTAL for FY 2003		<i>Complete if Known</i>	
<input type="checkbox"/> Applicant claims small entity status. See 37 CFR 1.27.		Application Number	08/882,197
TOTAL AMOUNT OF PAYMENT (\$) 0.00		Filing Date	June 25, 1997
Patent fees are subject to annual revision.		First Named Inventor	Paul Greer
The Commissioner is authorized to: (check all that apply)		Examiner Name	Susanna M. Diaz
<input checked="" type="checkbox"/> Charge fee(s) indicated below <input type="checkbox"/> Credit any overpayments		Group/Art Unit	3623
<input type="checkbox"/> Charge any additional fee(s) required under 37 CFR §§ 1.16, 1.17, 1.18 and 1.20.		Attorney Docket No.	42390P4072
<input type="checkbox"/> Charge fee(s) indicated below, except for the filing fee to the above-identified deposit account.			

METHOD OF PAYMENT (check one)		FEE CALCULATION (continued)																																																																																																																																																																																			
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late filing fee or oath		1052	60	2052	25	Surcharge - late provisional filing fee or cover sheet		2053	130	2053	130	Non-English specification		1812	2,520	1812	2,520	For filing a request for ex parte reexamination		1804	920 *	1804	920 *	Requesting publication of SIR prior to Examiner action		1805	1,840 *	1805	1,840 *	Requesting publication of SIR after Examiner action		1251	110	2251	55	Extension for reply within first month		1252	400	2252	200	Extension for reply within second month		1253	920	2253	480	Extension for reply within third month		1254	1,440	2254	720	Extension for reply within fourth month		1255	1,980	2255	980	Extension for reply within fifth month		1404	320	2401	160	Notice of Appeal		1402	320	2402	160	Filing a brief in support of an appeal		1403	280	2403	140	Request for oral hearing		1451	1,510	2451	1,510	Petition to institute a public use proceeding		1452	110	2452	55	Petition to revive - unavoidable		1453	1,280	2453	640	Petition to revive - unintentional		1501	1,280	2501	640	Utility issue fee (or reissue)		1502	460	2502	230	Design issue fee		1503	620	2503	310	Plant issue fee		1460	130	2460	130	Petitions to the Commissioner		1807	50	1807	50	Processing fee under 37 CFR 1.17(a)		1808	180	1808	180	Submission of Information Disclosure Sheet		8021	40	8021	40	Recording each patent assignment per property (times number of properties)		1809	740	1809	370	Filing a submission after final rejection (37 CFR § 1.129(a))		1810	740	2810	370	For each additional invention to be examined (37 CFR § 1.129(b))		1801	740	2801	370	Request for Continued Examination (RCE)		1802	820	1802	900	Request for expedited examination of a design application	
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SUBMITTED BY		Complete (if applicable)	
Name (Print/Type)	Julio Lora	Registration No. (Attorney/Agent)	47,758
Signature		Telephone	(714) 557-3800
		Date	11/05/02

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Our Docket No.: 42P4072

RESPONSE UNDER 37 C.F.R. 1.116
EXPEDITED PROCEDURE
EXAMINING GROUP 3623

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:

Greer et al.

Examiner: Susanna Meinecke Diaz

Application No.: 08/882,197

Art Group: 3623

Filed: June 25, 1997

For: USER DEMOGRAPHIC PROFILE
DRIVEN ADVERTISING
TARGETING

*Make
order
good
Diaz*

RESPONSE AFTER FINAL

BOX RAF
Commissioner for Patents
Washington, DC 20231-9999

Sir:

In response to the outstanding Final Office Action, mailed August 26,
2002, please consider the following claims and remarks:

1

08/882,197
In re Greer et al.